

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Dwight Allen Merriman *et al.*      Art Unit : 3714  
Serial No. : 09/577,798      Examiner : Ronald Laneau  
Filed : May 24, 2000      Conf. No. : 4541  
Title : METHOD OF DELIVERY OF TARGETING, AND MEASURING  
ADVERTISING OVER NETWORKS

**Mail Stop Amendment**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

REPLY TO FINAL ACTION OF MARCH 7, 2012

Please amend the above-identified application as follows: